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**CLAIMS:**

What is claimed is:

1. A method for identifying an item for purchase,  
5 comprising:  
receiving a selection of a selected item for sale in  
a first electronic business;  
generating a priced object for the selected item,  
the priced object describing terms of an offer of sale of  
10 the selected item; and  
providing the priced object to a second electronic  
business.
2. The method of claim 1, wherein the second electronic  
15 business modifies sale terms for the selected item  
provided by the second electronic business based on the  
terms of an offer of sale of the selected item of the  
priced object.
- 20 3. The method of claim 1, wherein the priced object is  
generated using one of a plug-in device to a web browser,  
a hyperlink, and an applet.
4. The method of claim 1, further comprising storing  
25 the priced object in a storage device associated with the  
first electronic business.
5. The method of claim 1, further comprising storing  
the priced object in a storage device associated with a  
30 client device.

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6. The method of claim 1, further comprising storing the priced object in a storage device associated with a third party device.
- 5 7. The method of claim 1, wherein the priced object is generated by a third party device.
8. The method of claim 1, wherein the priced object is generated prior to receiving the selection of the  
10 selected item.
9. The method of claim 1, wherein providing the priced object to a second electronic business includes informing the second electronic business of a storage location of  
15 the priced object.
10. The method of claim 1, wherein the priced object includes one or more of a commonly recognized item identifier, a price for the item, an expiration date for  
20 the priced object, incentives offered by the first electronic business, and an identifier of the first electronic business.
11. The method of claim 1, wherein the priced object  
25 includes authentication information for authenticating the priced object as being authorized by the first electronic business.
12. The method of claim 1, wherein the priced object is  
30 encrypted.

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13. A method of purchasing an item over a data network, comprising:

selecting an item from a first electronic business server Web site;

- 5        requesting a priced object for the item;  
receiving the priced object; and  
transmitting the priced object to a second electronic business server.

- 10    14. The method of claim 13, wherein the second electronic business server adjusts terms of sale for the item based on the priced object.

- 15    15. A method of performing offer term comparison between a first electronic business and a second electronic business, comprising:

generating a priced object for an item associated with the first electronic business, the priced object including first terms of sale of the item;

- 20        providing the priced object to the second electronic business; and

comparing the first terms of sale of the item with second terms of sale of the item associated with the second electronic business.

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16. The method of claim 3, further comprising:

modifying the second terms of sale of the item based on the comparison of the first terms of sale with the second terms of sale.

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17. An electronic business apparatus for identifying an object for purchase, comprising:

means for receiving a selection of a selected item

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for sale in a first electronic business;

means for generating a priced object for the selected item, the priced object describing terms of an offer of sale of the selected item; and

5 means for providing the priced object to a second electronic business.

18. The electronic business apparatus of claim 17,  
wherein the second electronic business modifies sale  
10 terms for the selected item provided by the second electronic business based on the terms of an offer of sale of the selected item of the priced object.

19. The electronic business apparatus of claim 17,  
15 wherein the priced object is generated using one of a plug-in device to a web browser, a hyperlink, and an applet.

20. The electronic business apparatus of claim 17,  
20 further comprising means for storing the priced object in a storage device associated with the first electronic business.

21. The electronic business apparatus of claim 17,  
25 further comprising means for storing the priced object in a storage device associated with a client device.

22. The electronic business apparatus of claim 17,  
further comprising means for storing the priced object in  
30 a storage device associated with a third party device.

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23. The electronic business apparatus of claim 17, wherein the priced object is generated by a third party device.

5 24. The electronic business apparatus of claim 17, wherein the priced object is generated prior to receiving the selection of the selected item.

10 25. The electronic business apparatus of claim 17, wherein the means for providing the priced object to a second electronic business includes means for informing the second electronic business of a storage location of the priced object.

15 26. The electronic business apparatus of claim 17, wherein the priced object includes one or more of a commonly recognized item identifier, a price for the item, an expiration date for the priced object, incentives offered by the first electronic business, and  
20 an identifier of the first electronic business.

27. The electronic business apparatus of claim 17, wherein the priced object includes authentication information for authenticating the priced object as being  
25 authorized by the first electronic business.

28. The electronic business apparatus of claim 17, wherein the priced object is encrypted.

30 29. A apparatus for purchasing an item over a data network, comprising:

means for selecting an item from a first electronic business server Web site;

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means for requesting a priced object for the item;  
means for receiving the priced object; and  
means for transmitting the priced object to a second  
5 electronic business server.

30. The method of claim 29, wherein the second  
electronic business server adjusts terms of sale for the  
item based on the priced object.

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31. A computer program product in a computer readable  
medium for identifying an item for purchase, comprising:  
first instructions for receiving a selection of a  
selected item for sale in a first electronic business;  
15 second instructions for generating a priced object  
for the selected item, the priced object describing terms  
of an offer of sale of the selected item; and  
third instructions for providing the priced object  
to a second electronic business.

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32. The computer program product of claim 31, wherein  
the second electronic business modifies sale terms for  
the selected item provided by the second electronic  
business based on the terms of an offer of sale of the  
25 selected item of the priced object.

33. The computer program product of claim 31, wherein  
the second instructions include instructions for using  
one of a plug-in device to a web browser, a hyperlink,  
30 and an applet.

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34. The computer program product of claim 31, further comprising fourth instructions for storing the priced object in a storage device associated with the first electronic business.

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35. The computer program product of claim 31, further comprising fourth instructions for storing the priced object in a storage device associated with a client device.

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36. The computer program product of claim 31, further comprising fourth instructions for storing the priced object in a storage device associated with a third party device.

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37. The computer program product of claim 31, wherein the second instructions are executed prior to the first instructions.

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38. The computer program product of claim 31, wherein the third instructions include instructions for informing the second electronic business of a storage location of the priced object.

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39. The computer program product of claim 31, wherein the priced object includes one or more of a commonly recognized item identifier, a price for the item, an expiration date for the priced object, incentives offered by the first electronic business, and an identifier of

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the first electronic business.

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40. The computer program product of claim 31, wherein the priced object includes authentication information for authenticating the priced object as being authorized by the first electronic business.

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41. The method of claim 31, further comprising fourth instructions for encrypting the priced object.

42. A computer program product in a computer readable medium for purchasing an item over a data network, comprising:

10 first instructions for selecting an item from a first electronic business server Web site;  
second instructions for requesting a priced object  
15 for the item;  
third instructions for receiving the priced object;  
and  
fourth instructions for transmitting the priced object to a second electronic business server.

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43. The computer program product of claim 42, wherein the second electronic business server adjusts terms of sale for the item based on the priced object.